



Do you Hulu?

Cable and Communications
Advisory Committee

Presented to Montgomery
County Executive Leggett
and County Council

February, 2010

The Cable and Communications Advisory Committee, or CCAC, is to “provide advice and recommendations to the County Executive, County Council, and the Department of Technology Services on all telecommunications issues, including the administration of this Chapter and any franchise agreement or application.” The CCAC seeks through public participation to provide “a valuable service to the community by presenting the concerns and viewpoints of County residents on a variety of issues.”

In 2009, the CCAC achieved many of its goals and will continue to work towards them in the coming year. One issue especially important to us concerned a Council bill that would have reduced the number and effectiveness of citizen committees. We vigorously pursued its defeat through public testimony, meetings with Council members, and participation in Council MFP work sessions.

Additionally, one of the PEG providers chose to replace its Executive Director. Members of the County Council solicited the CCAC's views concerning this change in leadership and the CCAC held meetings and information sessions with staff members of the PEG and members of the Board of Directors to be able to advise the Council on this matter. The CCAC continues to monitor this situation and has met with the new Executive Director.

Our goals continue to include:

Advocate on behalf of all County citizens

Advocate for the necessary level of support for cable activities within our County, including resources, training, repairs, and provisions for long-term implementation of the County's Cable Plan

Publicize cable office and capabilities, showcasing the multi-purposed, results-oriented staff.

Work with PEGs to assist all County residents in better understanding what the different channels offer; thus increasing transparency for County government.

Actively participate in working with the Cable Office, County Council and County Executive to streamline reporting of franchise compliance and help meet needs for communication throughout the County.

The FCC recently granted Comcast's petition to find that Comcast faces effective competition. As a result, the County will no longer be able to regulate Comcast's rates except in a few small areas of the County. The CCAC intends to work closely with the Cable Office to mitigate any negative effects on County residents from this action.

The County's cable franchise agreements will be up for renewal. The CCAC intends to be an integral part of this process. The franchise fees add considerably to the County funds, over and above amounts dedicated to cable and communications initiatives.

The alternatives to cable and internet are now plentiful. There are several online sources for viewing of television and movies, in addition to the network sites. Wireless carriers are also providing internet alternatives for computers, networks and devices. CCAC will assist in evaluating these alternatives and how they may affect County cable services and revenues.

Hulu.com is a free online video service that offers hit TV shows including Family Guy, 30 Rock, and the Daily Show with Jon Stewart, etc.

Hulu is an online video provider held by NBC Universal, News Corporation, and, as of April 2009, Disney.

Internal Turmoil at HuluThe three partner networks are at odds over ad sales at the site
By Lucian Parfeni, Web News Editor

<http://news.softpedia.com/news/Internal-Turmoil-at-Hulu-127119.shtml>

16th of November 2009, 15:46 GMT

Online video may be thriving when it comes to viewers and there's little doubt that it will get even bigger in the coming years, along with better broadband speeds and availability, but for the time being, video sites aren't doing so great financially. YouTube hasn't reached profitability yet, Hulu is also struggling, despite both sites having a strong following. Things are even more complicated at Hulu as it's beginning to look like the site's media partners are increasingly unsatisfied with the way things are moving, each having their own ideas on the matter.

As MediaWeek reports, increasing competition between the networks' sales teams and the site's own sales people is complicating the already convoluted situation at Hulu. The popular video site is owned in part by three of the four major broadcast TV networks in the US. The networks all have a pretty big slice of the company and provide the site with content in exchange for a nice chunk of the ad revenue.

The discontent seems to be coming from the fact that Hulu's own sales team is aggressively courting customers often at the detriment of the networks. This competitiveness is making sales execs at the TV giants even more reluctant of the partnership and it looks like they may start offering perspective customers more incentives, sometimes in the form of ads against a specific show. So far, this hasn't been allowed and advertisers are only able to buy ad space in bulk and target it only by genre or demographic.

What's more, many are confused by the inconsistencies in the system and complain that the whole thing is harder than it needs to be. And things are about to get even more complicated with the increasing talks about paid content at the video site and by the recent news that NBC Universal, one of the three partner networks, is about to be sold to cable operator Comcast, as the company has its own ideas on how to handle online video, which are more than a little different than Hulu's.

Fancast: We're TV Online. Fancast is an entertainment site for watching your favorite TV shows, movies and everything you need to know about news & gossip.

Fancast: Launched by Comcast at January 2008's CES, Fancast serves as both a media guide for TV shows and movies, as well as a destination to watch full length and preview clips of professional content. Fancast has partnered with Hulu to offer content from NBC, Fox, CBS, MTV, and BET.

If Fancast doesn't stream the full-length content users are looking for, it will help them look for that content on television, on DVD, in theaters, or elsewhere on the web - including iTunes, Amazon, Blockbuster, or Netflix. Users can also check out information about casts and crews, review information about past episodes, and look at related photos.

Fancast has also promised users the ability to control their DVR online so they can schedule recordings of shows when they are away from home. Furthermore, the service will recommend shows coming up on television that it thinks you might like to see.

You can watch TV shows online through many network run sites including: hulu.com, cbs.com, abc.com and many more.

TV clips can also be found through video search and hosting sites like: Blinkx, MetaCafe, DailyMotion, YouTube and Truveo.

AOL and Yahoo also have dedicated TV sites at tv.aol.com and tv.yahoo.com.

How to Watch TV Online Free, Member, By emilyr629

Did you miss an episode of your favorite show? Don't have DVR or Tivo? You don't have to make your life revolve around you favorite shows; you can watch them online for free.

Difficulty: Easy Instructions Things You'll Need: Internet access Computer

Step 1The first place you can look for your favorite show is on the network's website. All of the major networks have websites and most of them will allow you to view the shows you've missed for free. They may only have the last couple of episodes available though.

Step 2Hulu.com is a great site to view free TV shows online. They have numerous shows available from sitcoms to dramas. They also have a lot of older TV shows available.

http://www.ehow.com/how_4817416_watch-tv-online.html

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